

'The Voice UK's' Will.i.am Defends Cell Phone Use During Live Show

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Black Eyed Peas star and "The Voice" U.K. coach Will.i.am faced some criticism after being seen on the BBC talent show's first live broadcast on Saturday playing with his mobile phone.

Some fans on Twitter and in online forums wondered what he was doing and said he looked "bored." One viewer called him "incredibly rude."

The artist tried to clarify things on Twitter. "If you saw me on my phone I wasn't being rude...I was connecting to people watching," he said.

British tabloids, however, reported today that BBC producers gave him an earful for using his phone. According to the Daily Star, Will.i.am ignored the BBC show floor manager's request to turn off his phone before the live show. It said the show may consider stopping him from tweeting while on air.